

## REMARKS/ARGUMENTS

Reconsideration and withdrawal of the rejections of the application are respectfully requested in view of the amendments and remarks herewith, which place the application into condition for allowance. The present amendment is being made to facilitate prosecution of the application.

### I. STATUS OF THE CLAIMS AND FORMAL MATTERS

Claims 1-19, 21-22 are currently pending. Claims 1, 3-5, 10, 13, 16, 21, and 22 are independent and are hereby amended. No new matter has been introduced. Support for this amendment is provided throughout the Specification as originally filed.

Changes to the claims are not made for the purpose of patentability within the meaning of 35 U.S.C. §101, §102, §103, or §112. Rather, these changes are made simply for clarification and to round out the scope of protection to which Applicants are entitled.

### II. REJECTIONS UNDER 35 U.S.C. 103

Claims 1-4, 16-19, 21 and 22 were rejected under 35 U.S.C. §103(a) as allegedly unpatentable over U.S. Patent Application Publication No. 2002/0046407 to Franco (hereinafter, merely “Franco”) in view of U.S. Patent No. 6,536,041 to Knudson (hereinafter, merely “Knudson”) and further in view of U.S. Patent No. 6,588,015 to Eyer et al. (hereinafter, merely “Eyer”) and Official Notice;

Claims 5-15 were rejected under 35 U.S.C. §103(a) as allegedly unpatentable over Franco, Knudson and Eyer and further in view of U.S. Patent No. 6,704,929 to Ozer et al. (hereinafter, merely “Ozer”) and also under Official Notice.

Applicants respectfully traverse these rejections.

Claim 1 is representative and recites, *inter alia*:

“wherein said display control means displays the first advertisement-associated data in a first window beside a display of the preset-recording data and displays the second advertisement associated data in a second window below said first window, said first window including a recording preset-recording execute button,

...

wherein said preset-recording execute button is enabled to control recording of said television program after completion of display of the first advertisement-associated data.” (Emphases added)

Applicants respectfully submit the combination of Franco, Knudson, Eyer and Ozer does not teach the above-recited features of claim 1.

In a feature of the present invention, the first and second advertisement-associated data is received from the electronic program guide (EPG) website and recorded. As shown in FIG. 25, two advertisement windows 281 and 283 are opened beside the displayed program guide 250. The first advertisement-associated data is displayed in the advertisement window 281 and the second advertisement-associated data is displayed in the advertisement window 283.

In the advertisement window 281, a preset-recording execute button 282 is arranged. The preset-recording execute button 282 can be clicked when the advertisement displayed in the advertisement window 281 has ended. Publ. App. pars. [0174] and FIGS.24 and 25.

Both the first and second advertisements are displayed at the same time on the screen along with the television program. Publ. App. par. [0163] and FIG. 23.

That is, in an aspect of the present invention, two windows are opened to display, respectively, two advertisements: a first advertisement based on selected program identifying information and a second advertisement is responsive to keyword data associated with the

selected program. Moreover, both the first and second advertisements are displayed at the same time a keyword associated with a selected program.

A record button is displayed in the window with the first advertisement. When the first advertisement is completed, the record button is enabled to cause the selected program to be recorded. That is, the selected program can be recorded only after the first advertisement finished being displayed.

The above-described feature is not described in the combination of Franco, Knudson, Eyer and Ozer.

For reasons similar, or somewhat similar, to those described above with regard to independent claim 1, independent claims 3-5, 10, 13, 16, and 21-22 are also patentable.

### **III. DEPENDENT CLAIMS**

The other claims are each dependent from one of the independent claims discussed above, and are therefore patentable for at least the same reasons. Since each dependent claim is also deemed to define an additional aspect of the invention, however, the individual reconsideration of the patentability of each on its own merits is respectfully requested.

### **CONCLUSION**

All claims are in condition for allowance. In the event the Examiner disagrees with any of statements appearing above with respect to the disclosure in the cited reference(s), it is respectfully requested that the Examiner specifically indicate those portion(s) of the reference(s), providing the basis for a contrary view.

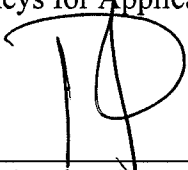
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In view of the foregoing amendments and remarks, it is believed that all of the claims in this application are patentable and Applicants respectfully request early passage to issue of the present application.

Respectfully submitted,

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